

WHAT IS CLAIMED IS:

- 1 1. A merchandising system for presenting and storing articles
2 comprising:
3 a grid comprising a plurality of vertical members and a plurality
4 of horizontal members arranged in a generally planar configuration and
5 oriented so that one or more tray systems may be attached to the grid at
6 select locations; and
7 members coupled to the grid and providing support to the grid
8 to maintain the generally planar configuration of the grid when the one or
9 more tray systems are attached to the grid.
- 1 2. The merchandising system of Claim 1 wherein the members
2 comprise at least one of the following structures: (a) a square tube, (b) an L-
3 channel, (c) a C-channel, and (d) a U-channel.
- 1 3. The merchandising system of Claim 2 wherein the members
2 comprise about a one inch square tube of about 11 gauge steel.
- 1 4. The merchandising system of Claim 3 wherein the members are
2 coupled to the vertical members so that the grid resists deformation in one or
3 more directions.
- 1 5. The merchandising system of Claim 1 wherein the plurality of
2 vertical members and the plurality of horizontal members are generally
3 perpendicular to one another when the one or more tray systems are
4 attached to the grids.

1 6. The merchandising system of Claim 1 wherein the members
2 provide support to the grid so that articles may be presented and stored
3 along generally linear lines.

1 7. The merchandising system of Claim 1 wherein the grid is
2 configured to support tray systems of different sizes interchangeably.

1 8. The merchandising system of Claim 1 further comprising a base
2 for supporting the grid.

1 9. The merchandising system of Claim 8 wherein the base
2 comprises one or more vertical members.

1 10. The merchandising system of Claim 9 further comprising
2 brackets for coupling the grid to the one or more vertical members.

1 11. The merchandising system of Claim 10 wherein the vertical
2 members comprise apertures for engaging with the brackets.

1 12. The merchandising system of Claim 1 further comprising a tray
2 system for presenting and storing articles, wherein the tray system is
3 coupled to the grid.

1 13. The merchandising system of Claim 1 wherein the vertical
2 members have a diameter of about 0.30 to 0.425 inches.

1 14. The merchandising system of Claim 13 wherein the vertical
2 members have a diameter of about 0.375 inches.

1 15. The merchandising system of Claim 1 wherein the horizontal
2 members have a diameter of about 0.285 to 0.35 inches.

1 16. The merchandising system of Claim 15 wherein the horizontal
2 members have a diameter of about 0.306 to about 0.312 inches.

1 17. The merchandising system of Claim 1 further comprising a
2 plurality of grids.

1 18. A merchandising system for supporting tray systems
2 comprising:
3 a support assembly having vertical members and horizontal
4 members and configured so that the tray systems may be attached at select
5 locations; and
6 at least one member fixedly attached to the support assembly
7 and configured to resist deformation of the support assembly.

1 19. The merchandising system of Claim 18 wherein the at least one
2 member is attached to the vertical members.

1 20. The merchandising system of Claim 19 wherein the support
2 assembly is configured to support the tray systems in a generally linear
3 orientation.

1 21. The merchandising system of Claim 20 wherein the support
2 assembly is configured to support tray systems of different sizes
3 interchangeably.

1 22. The merchandising system of Claim 21 wherein the at least one
2 member comprises one of the following structures: (a) a square tube, (b) an
3 L-channel, (c) a C-channel, and (d) a U-channel.

1 23. The merchandising system of Claim 22 further comprising a
2 base for supporting the support assembly, the base comprising one or more
3 vertical elements.

1 24. The merchandising system of Claim 23 further comprising a
2 plurality of tray systems coupled to the support assembly.

1 25. A merchandising system for storing and presenting products on
2 a shelf or display case comprising:

3 means for supporting a plurality of tray systems at select
4 locations; and

5 means for providing strength and rigidity to the merchandising
6 system and configured to resist deformation of the means for supporting the
7 plurality of tray systems.

1 26. A merchandising system for supporting products comprising:

2 a plurality of vertically oriented members;

3 a plurality of horizontally oriented members coupled to the
4 vertically oriented members in a grid formation; and

5 frame members coupled to the vertically oriented members such
6 that the grid formation resists deformation.

1 27. The merchandising system of Claim 26 wherein the frame
2 members comprise at least one of the following structures: (a) a square tube,
3 (b) an L-channel, (c) a C-channel, and (d) a U-channel.

1 28. A merchandising system for presenting and storing articles
2 comprising:
3 a frame comprising a plurality of generally horizontal members
4 configured for attachment of a holder; and
5 at least one frame member provided to rigidify the plurality of
6 horizontal members so that the frame is resistant to deformation when the
7 holder is attached to one or more of the plurality of horizontal members.

1 29. The merchandising system of Claim 28 wherein the holder is
2 removable.

1 30. The merchandising system of Claim 29 wherein the holder is a
2 tray system.

1 31. The merchandising system of Claim 28 wherein the frame is
2 configured for attachment of a holder by way of hooks.

1 32. The merchandising system of Claim 28 wherein the frame
2 further comprises a plurality of generally vertical members arranged in a grid
3 with the plurality of horizontal members.

1 33. The merchandising system of Claim 28 wherein the plurality of
2 horizontal members are arranged in a grid.

1 34. The merchandising system of Claim 33 wherein the plurality of
2 horizontal members are arranged in a generally planar configuration.